

PhotoAccess

[home](#) [login](#) [contact us](#) [about PhotoAccess](#)[vision](#) [press](#) [partners](#) [bios](#) [jobs](#)[background](#) [news](#) [events](#)[back to recent news](#)**PhotoAccess.com News****PhotoAccess Announces Digital-Camera Size Photos****Mountain View, CA, July 5, 2000**

PhotoAccess.com Corporation, a leading provider of digital photo printing and album management, today announced the availability of Digital Camera Prints™. Most digital cameras take pictures in a 3:4 aspect ratio, while traditional photo prints range from a 2:3 to a 4:5 aspect ratio. Because of the aspect ratio difference, digital camera images are typically printed with part of the image being cropped off or the image shrunk to fit, leaving unsightly borders. Digital Camera Prints print a full image from the digital camera without borders.

"Nobody has been focused on providing an optimized solution for the digital camera owner the way that PhotoAccess has," said Gene Wang, chairman and CEO for PhotoAccess. "With the introduction of prints matched to digital camera image formats, we are demonstrating once again our full commitment to this new and dynamic market."

Digital Camera Prints are available in 5", 6", 8", 10", and 12". A customer's image is printed with the long side equal to the Digital Camera Print size and the short side equal to the length required to print the entire image. For a typical digital camera, a 6" Digital Camera Print is 4.5" by 6".

"One of the great things about this technology," adds Jerry Barber, Vice President and General Manager for Internet Services, "is that even images cropped in photo editing packages come out printed correctly." According to Barber even a perfectly square image will print correctly and beautifully.

Digital Camera Prints are priced to be competitive with most standard size prints from other companies. 5", 6", 8", 10" and 12" prints are \$.38, \$.49, \$1.29, \$3.39, and \$4.95 respectively.

Also in this release, PhotoAccess.com added many new features to the web site making it the most flexible albuming site on the Internet. New in this release are multi-image move and copy between albums; one, four, nine, and sixteen image per album page display, and inter-account album copy.

**About PhotoAccess**

Founded in 1997, PhotoAccess.com is a leading provider of digital imaging solutions for the Internet. PhotoAccess is engaged in the development of Web-enabled digital cameras and Internet printing services. The Company's mission is to provide partners and consumers worldwide with the most convenient, cost-effective way to obtain film quality prints from digital photos. The privately funded company is headquartered in Mountain View, California with offices in Seattle, Washington, and Tokyo, Japan. PhotoAccess has web sites and production facilities in the United States and Japan. PhotoAccess has received venture capital funding from AVI Capital, JAFCO America and Allegra Capital. For more information on PhotoAccess and its products, please visit the U.S. Web site at [www.PhotoAccess.com](http://www.PhotoAccess.com).

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**March 27, 2001**

113-Drug Store Chain Unites  
Digital Camera Users with  
Free Online Photo Storage  
and Printing at  
[www.usadrug.com](http://www.usadrug.com)

**February 28, 2001**

Major European Digital  
Camera Distributor, Digital  
Dream Teams With  
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Consumers Complete Digital  
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Third Largest Mail-Order  
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States Selects PhotoAccess  
As its Digital Photo Finishing  
Infrastructure Partner

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PhotoAccess is Selected by  
JVC as Online Digital Photo  
Fulfillment Partner

**February 6, 2001**

PhotoAccess Makes Digital  
Photo Finishing a SNAP for  
Retailers

**January 30, 2001**

Professional Photographers  
Embrace PhotoAccess'  
Turnkey Digital Photo  
Finishing Service Model

**January 29, 2001**

Fruith Pharmacy Chooses  
PhotoAccess as Partner -  
Taking Customer Service to a  
Digital Level

**December 11, 2000**

PhotoAccess Catapults  
Retailers Into Digital Photo  
Printing And Services Market

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## PhotoAccess.com News

### PhotoAccess Announces Release of PhotoStreamer 2.0

*Adds PC to Web photo album synchronization*

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July 5, 2000

PhotoAccess Announces

**Seattle, WA, September 12, 2000**

PhotoAccess.com Corporation, a leading provider of Internet-based digital photo printing and album management, today announced the release of PhotoStreamer 2.0. PhotoStreamer is an easy to use PC/Mac application that manages the collection and uploading of digital camera images to PhotoAccess.com and affiliated web sites. With Release 2.0, users are able to manage their albums locally, without Internet delays, and have the changes automatically reflected on the web site. A user's web album is mirrored on their home computer, and changes made to the local album are synchronized with the web-based album.

"With 2.0 you can add or delete photos in an existing album, change the order of photos in the album, rotate photos, or change sharing options, and the changes will be reflected in the associated album on the web," according to Mark Waldin, Vice President of Marketing. "This is a great advantage since users can now prepare their photos for the web locally in a very efficient manner, without having to deal with awkward and slow web album management interfaces," he added.

Additional features of Release 2.0 include the ability to handle multiple users on a single PC, additional camera support, selection of cropping and digital camera print sizes for photo print orders, and improved upload recovery and retry.

#### About PhotoAccess

Founded in 1997, PhotoAccess.com is a leading provider of digital camera photofinishing solutions for the Internet. The Company's mission is to work with retailers to create the most cost-effective and convenient way for consumers to obtain film quality prints from digital photos. The privately funded company has offices in Mountain View, California, Seattle, Washington, and Tokyo, Japan. PhotoAccess has received venture capital funding from AVI Capital, JAFCO America and Allegro Capital.

For more information on PhotoAccess and its products, please visit the U.S. Web site at [www.PhotoAccess.com](http://www.PhotoAccess.com), or its Japan Web site at [www.PhotoAccess.co.jp](http://www.PhotoAccess.co.jp).

#### Press Contact:

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## PhotoAccess News

### PhotoAccess Catapults Retailers Into Digital Photo Printing And Services Market -- Just In Time For The Holidays

*Leading Applications Service Provider delivers turnkey solutions in only three weeks --enables retailers to capitalize on \$413M digital photo finishing boon*

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[PhotoAccess Announces](#)

Seattle, WA, December 11, 2000

PhotoAccess announced today a turnkey solution that enables retailers to offer in-store customers a complete line of digital camera photo finishing services, including quality prints and fun merchandise. PhotoAccess, the leader in digital photo finishing Internet services for retailers and consumers, empowers merchants to capitalize on potential lost revenue while building customer loyalty and long-term relationships.

"Retailers that are not offering digital camera photo finishing services today are losing hundreds-of-thousands-of-dollars, not to mention customer loyalty and long-term market share in the photo finishing category," said Jerry Barber, president and CEO of PhotoAccess. According to IDC, a technology analyst firm, digital camera sales are expected to exceed traditional cameras this year with the number of units sold growing from 10M units in 2000 to 41.6M by 2004. "PhotoAccess is partnering with merchants, rather than competing with them. In just three weeks, retailers can have their own online, e-commerce digital camera photo finishing center, offering customers film quality prints and photo merchandise without the hassle, technology investment, and personnel expense of setting it up on their own."

PhotoAccess is a retail Applications Services Provider (ASP) that supplies drugstores, grocery stores, mass merchandisers, and specialty camera stores with complete digital camera photo finishing solutions. Merchants can now offer their digital camera customers high quality, professional prints of photographs taken with any digital camera. Retailers also receive a branded "photo management, storage, and transaction" Web site, hosted by PhotoAccess. The Web site offers consumers convenient, digital photo management, permanent online album storage, flexible print and merchandise ordering methods, and fast delivery options, including the ability to pick prints up at the store, or receive them by mail.

#### What Retailers Can Expect

PhotoAccess makes it easy for merchants to leverage the company's three-year proven expertise in delivering, managing, archiving, and printing digital photo images. Retailers can:

- **Get Started Immediately.** PhotoAccess will have a retailer's branded Web site processing transactions in just three weeks with little up-front cost, no capital investment, and two self-service SKUs that get customers using the service immediately.
- **Receive Private-Label Branding, Look and Feel.** Each merchant receives their own, branded Web site hosted by PhotoAccess servers.
- **Build Customer Loyalty.** Retain current customers and attract new ones by guaranteeing film-quality digital prints, and provide the flexibility and convenience of having the pictures delivered rapidly to the store or mailed directly to them.
- **Increase Profits and Promotions.** Retailers make up to 30 percent profit on a variety of in-store or online, digital film processing, printing, and promotional merchandising services.
- **Integrate Now, Migrate Later.** PhotoAccess integrates with current wet film photo processing systems, routes images to the retailer's mini-labs for printing, or conducts printing at their own labs -- whichever method fits the merchant's requirements.

The Shutterbug ([www.theshutterbugonline.com](http://www.theshutterbugonline.com)), an Oregon-based, 20-store camera equipment and supplies retailer is one of the first PhotoAccess retail partners. "Owner, Parviz Samiee says, "We are pleased to be working with PhotoAccess. It brings state-of-the-art digital image Internet services to our customers, while allowing us to maintain the unique relationship we already have with them."

#### What Digital Camera Owners Receive

Mark Waldin, vice president of marketing said, "Consumers want flexibility in how they purchase, manage, store, and obtain their digital prints and merchandise. PhotoAccess marries the needs and desires of digital camera customers to the convenience, locale and established relationship of their favorite retailers to provide the perfect solution."

Digital-Camera Size Photos

Consumers using the PhotoAccess service through their trusted retailer will receive:

June 27, 2000

PhotoAccess Announces  
Web-Enabled Digital  
eCamera™ Reference  
Design

- **Convenient Prepaid Prints and Free Software.** Consumers can purchase pre-paid prints directly from the retailer and also receive a free and convenient copy of PhotoAccess PhotoStreamer™ in the same package. PhotoStreamer makes it fast and easy to manage digital photos on a PC/Mac desktop, automatically upload them to the Web site, create personal and guest albums, and order prints for store pick-up or mail delivery.
- **Guaranteed Print Quality and Digital Size Prints.** Consumers no longer have to compromise on quality. PhotoAccess guarantees film quality prints for first-time and reordered digital images, and has proprietary software that sizes pictures accurately for digital printing, eliminating ugly borders and unsightly cropping.
- **Unlimited Online Storage, Easy Access for Friends/Family.** Permanent, free, long-term storage for digital photos with access to native digital files at all times is guaranteed. Fast and easy access to online purchasing of high quality digital prints and fun merchandise such as mugs, t-shirts, calendars, and tote bags are available for customers, family and friends.
- **24 hour Shopping and Customer Support Convenience.** Consumers can order merchandise and prints, day or night, at their convenience, all the while receiving friendly, prompt and free customer support for their digital photo management and storage needs.

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May 1, 2000

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#### Pricing and Availability

Retailers interested in PhotoAccess' digital camera photo finishing services can be up-and-running in three weeks. Pricing is based upon individual customer requirements. For more information contact [sales@photoaccess.com](mailto:sales@photoaccess.com), or call (206) 264-2488.

May 1, 2000

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PhotoAccess Partner to  
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April 12, 2000

PhotoAccess.com Launches  
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#### Consumer Electronics Show, Booth # 30215/Riviera

PhotoAccess will be exhibiting at CES, January 6-9, 2001, in the Computer/Wireless/Internet section at the Riviera Hotel, in Las Vegas, NV.

April 6, 2000

PhotoAccess.com Goes  
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Print Service in Japan

#### About PhotoAccess

Founded in 1998, PhotoAccess.com Corporation is the leading Internet, retail Applications Service Provider of digital camera, photo finishing solutions benefiting retailers and consumers. In three weeks, merchants can have an integrated, flexible, branded, and cost-effective e-commerce Web site, hosted by PhotoAccess, that offers consumers exceptional digital photo prints and merchandise, online image management, permanent storage, ordering, and delivery options. The company is privately held, funded through venture capital firms, and has offices in Seattle, Washington, and Tokyo, Japan. For more information visit [www.photoaccess.com](http://www.photoaccess.com) or the Japanese Web site at [www.photoaccess.co.jp](http://www.photoaccess.co.jp).

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## PhotoAccess News

### Fruth Pharmacy Chooses PhotoAccess as Partner - Taking Customer Service to a Digital Level

Digital camera users, throughout Ohio and West Virginia, can now obtain prints and merchandise at 22 retail locations, by placing orders conveniently at [www.fruthpharmacy.com](http://www.fruthpharmacy.com)

**PT. PLEASANT, W. VA and SEATTLE, Wash., January 29, 2001**

PhotoAccess™ and Fruth Pharmacy, the 22-store pharmacy chain serving Southwestern West Virginia and Southern Ohio, announced today that the drugstore chain has successfully integrated PhotoAccess' turnkey digital camera photo finishing services with [www.fruthpharmacy.com](http://www.fruthpharmacy.com).

"Partnering with PhotoAccess has been efficient, cost-effective and a completely streamlined experience," said Terri Thomas, director of advertising for Fruth. "As a small retailer, we wanted to expand our film services and offer our digital camera customers a way to get their prints quickly. It only took a few weeks for PhotoAccess to integrate with our Web site. Now, customers can go directly to [www.fruthpharmacy.com](http://www.fruthpharmacy.com) to store their digital photos and order prints, and they can pick up their photos at any of our stores during their regular shopping trips."

Fruth Pharmacy began working with PhotoAccess in December, when the company announced that it had expanded its digital photo finishing solutions to include branded Web sites for drugstores, grocery stores, mass merchandisers, and specialty camera stores. Like Fruth Pharmacy, other merchants are quickly moving to partner with the Applications Services Provider (ASP) to offer their customers high quality, professional prints of photographs taken with any digital camera. Within three weeks of signing up, Fruth was able to offer customers access to its own branded, photo management, storage, and transaction Web site, which is hosted by PhotoAccess. The Web site extends Fruth's online service options and offers its customers convenient, digital photo management, permanent online album storage, flexible print and merchandise ordering methods, and fast delivery options, including the ability to pick prints up at various Fruth Pharmacy's, or receive them by mail.

"Digital camera customers can purchase 25 or 50 prepaid prints from our camera counters," said Thomas. "This makes it easy for them to go home, load the free PhotoStreamer™ software that is on the prepaid print disk, upload their images and order prints. In three days, they can swing by our store and pick up the prints or have them delivered at home...it's really very easy." Thomas also appreciates the ability to maintain and build customer service by offering customers a way to email her directly and ask questions. "This helps me stay in touch with what my customers want, and if I need PhotoAccess' help, I just contact them or forward the email to them for an answer."

### About Fruth Pharmacy

Fruth Pharmacy has been serving Southwestern West Virginia and Southern Ohio Since 1952. Known as the "Hometown Pharmacy," Fruth caters to the needs of its customers by providing superior customer service at 22 locations. Fruth's pharmacists are on duty seven days a week and are dedicated to serving every prescription need. For more information visit [www.fruthpharmacy.com](http://www.fruthpharmacy.com).

### About PhotoAccess

Founded in 1998, PhotoAccess.com is the leading Internet retail Applications Service Provider of digital camera, photo finishing solutions benefiting retailers, professional photographers and consumers. In three weeks, businesses can have an integrated, flexible, branded, and cost-effective e-commerce Web site, hosted by PhotoAccess.com, that offers consumers exceptional digital photo prints and merchandise, online image management, permanent storage, ordering, and delivery options. PhotoAccess also provides customization and licenses its technologies to a variety of photographic, electronic, Web and software development companies. PhotoAccess.com is privately held, funded through venture capital firms, and has offices in Seattle, Washington, and Tokyo, Japan. For more information visit [www.photoaccess.com](http://www.photoaccess.com) or the Japanese Web site at [www.photoaccess.co.jp](http://www.photoaccess.co.jp).

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## PhotoAccess News

### Professional Photographers Embrace PhotoAccess' Turnkey Digital Photo Finishing Service Model

*New Professional Photographer Program offers immediate value by delegating Web, storage, ordering, and e-commerce duties to applications service provider*

**SEATTLE, Wash., January 30, 2001**

PhotoAccess.com™ Corporation, the leading Applications Service Provider (ASP) of digital photo finishing Internet services for retailers and consumers, announced today the PhotoAccess Professional Photographer Program. Many small and large professional photographers are now signing up for the program to gain the storage, ordering, and online transaction capabilities needed to increase sales and process customer orders more efficiently.

"Most professional photographers are under-utilizing their Web sites, because they neither have the time and technology expertise, nor content to build an interactive site," said Jerry Barber, president and CEO of PhotoAccess. "By partnering with us, professional photographers are able to store their photos, and provide an easy method for customers to see pictures as well as make it simple for them to order and pay for their favorite prints."

"In three to four weeks I anticipate I'll be servicing clients faster and collecting orders more quickly," said John Todd, professional sports photographer and owner of John Freeman Todd Photography ([www.johntodd.com](http://www.johntodd.com)) located in the San Francisco Bay area. "Anyone paying for professional photos wants to see them immediately. PhotoAccess' service will eliminate 10 to 20 hours a week that I spend today fulfilling orders. I will no longer waste time delivering proofs to clients, waiting for clients to place their orders, or collecting payments. This streamlines my business, which means revenue comes in more quickly and customers receive the best possible customer service I can deliver."

More and more professional photographers are using high-end digital equipment to take event, sport, wedding, animal, and even portrait photos. And those that aren't, often scan their film photos for online viewing. Using PhotoAccess PhotoStreamer™ software, professional photographers can easily organize digital photos into albums, catalog them by name and event, and then upload them to their branded Web site, hosted by PhotoAccess. If they prefer, they can also send PhotoAccess a CD-ROM with images and the company will upload them into the studio's secure albums for a small fee. Once the images are stored online, the photographer can call or email a customer with the URL location of their photos for instant viewing and ordering, which promotes repeat business, customer loyalty and timely customer service.

Participants of the PhotoAccess Professional Photographer Program can:

- **Get Started Immediately.** PhotoAccess will have a photographer's branded Web site processing transactions in just three weeks with little up-front cost and no capital investment.
- **Receive Private-Label Branding, Look and Feel.** Each company receives their own, branded Web site hosted by PhotoAccess servers.
- **Decrease Order Time and Increase Revenue.** Turn profits more quickly. Place professional photos online within hours of taking them and provide customers easy ordering, payment, and rapid delivery options. PhotoAccess even handles billing and bad debt collection.
- **Obtain A Full Service E-Commerce Solution.** PhotoAccess provides a robust, state-of-the-art Web site and e-commerce system allowing professionals to focus on what they do best—shoot photos. Simply define order parameters and prices for every product, and at the end of every month PhotoAccess sends a check for every product sold.
- **Offer High Quality Prints.** Retain current customers and attract new ones by guaranteeing film-quality digital prints in a variety of sizes, with no constraints or forced cropping.
- **Expand Product Line With Digital Merchandise.** Customers have the ability to order their favorite pictures placed on mugs, shirts, greeting cards, and more, creating additional revenue streams.
- **Maintain Security, Ownership and Records.** Each photo gallery is password protected with unique access codes. Each on-screen photo has the company's custom watermark and every order is immediately confirmed with the studio and customer. Professional

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photographers receive detailed statements of monthly transactions and can check orders at anytime with the browser-based customer inquiry system.

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### Pricing and Availability

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### Photo Marketing Association (PMA), Booth #4161

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Come see how PhotoAccess can provide digital photo finishing solutions in just three weeks and with very little upfront expense. Stop by booth 4161 during PMA, the world's largest annual International photo imaging convention and trade show, held February 11-14, at the Orange County Convention Center, Orlando, Florida.

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Sanyo Japan and  
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PhotoAccess.com Launches  
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PhotoAccess.com Goes  
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PhotoAccess.Com Gives  
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## PhotoAccess News

### PhotoAccess Makes Digital Photo Finishing a SNAP for Retailers

*Debuting at PMA, new public access workstation software assists retailers in building in-store traffic, relationships and the loyalty of digital camera users*

**SEATTLE, Wash., February 6, 2001**

PhotoAccess.com™ Corporation will debut its Software for Network Albuming at Photo-counters (SNAP) at the annual industry tradeshow, Photo Marketing Association (PMA), Feb. 11-14, in Orlando, FL. As the leading Applications Service Provider (ASP) of digital photo finishing Internet services for retailers and consumers, PhotoAccess continues to provide retail stores with innovative solutions to drive in-store traffic, extend brand awareness and customer loyalty, and increase profits.

PhotoAccess SNAP is the latest component in PhotoAccess' digital camera photo finishing service offerings. "SNAP completes our end-to-end digital camera photo finishing solution for retail stores," said Jerry Barber, president and CEO of PhotoAccess. "Retailers can now offer their customers the benefits of Internet-based photo finishing even when customers don't have a PC at home."

This new retail software application runs on a low-cost, standard PC and can be strategically placed on a photo counter, wall and shelf in any photo, camera or gift department. It is the in-store counterpart of PhotoAccess PhotoStreamer™, the software package used at-home by digital camera owners to manage, order, and pay for their digital prints via the Internet. SNAP provides another convenient way for consumers to create a Web account, extract their digital photos from their camera, upload the photos to the Web site, and purchase prints and merchandise.

"SNAP is about consumer convenience," said Mark Waldin, vice president of marketing for PhotoAccess. "It's a great way for a merchant to go that extra mile to extend customer service and build loyalty. If a consumer has a slow home Internet connection or needs some help storing and ordering photos, they can access SNAP on the store's PC and use a high speed Internet connection as well as receive in-store assistance. This service also increases the store's visibility, which drives interest in the drugstore or supermarket's other digital photography offerings."

SNAP is an additional offering of the PhotoAccess service that enables retailers to quickly and affordably have an integrated, flexible, branded, and cost-effective e-commerce Web site, hosted by PhotoAccess.com. Within three weeks of signing up, merchants can offer their in-store consumers exceptional digital photo prints and merchandise, online image management, permanent storage, ordering, and delivery options of their digital photos.

#### Requirements

PhotoAccess SNAP software runs on a 350Mhz Pentium II PC, running Windows 2000, with a minimum of 128MB RAM, 5GB of disk space and a DSL, cable modem, or ISDN Internet connection. The application can be operated using a standard computer screen, keyboard and mouse. SNAP supports the most popular camera media including Compact Flash, Smartmedia, Sony Media Stick, CD-R, Floppy, and LS-120 drives. By June, the company will offer the system operating from an LCD panel, touch screen, and soft keyboard.

#### Pricing and Availability

SNAP is immediately available from PhotoAccess. Pricing begins at \$895 per license with volume discounts available. Drugstores, supermarkets, mass merchandisers, and specialty camera stores interested in PhotoAccess digital photo finishing solutions should contact [sales@photoaccess.com](mailto:sales@photoaccess.com), or call (206) 264-2488 for more information.

March 27, 2001

[113-Drug Store Chain Unites Digital Camera Users with Free Online Photo Storage and Printing at www.usadrug.com](#)

February 28, 2001

[Major European Digital Camera Distributor, Digital Dream Teams With PhotoAccess To Provide Consumers Complete Digital Photo Services](#)

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Photo Marketing Association (PMA), Booth #4161

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## PhotoAccess News

### PhotoAccess is Selected by JVC as Online Digital Photo Fulfillment Partner

*PhotoAccess technology enables JVC to quickly bring JVC Photo Club to market--offering thousands of online users flexible, easy and fast way to obtain fun digital prints*

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### PHOTO MARKETING ASSOCIATION (PMA) 2001- Orlando, Fla., Feb. 12, 2001

PhotoAccess.com™ Corporation, the leading Internet retail Applications Service Provider (ASP) of digital camera photo finishing solutions, has been selected by JVC Americas Corp., a leading consumer electronics manufacturer, to provide the online printing, ordering, eCommerce and delivery infrastructure for JVC's new Web-based digital photo community.

PhotoAccess will provide JVC Photo Club customers with the convenience to order customized photos in any size, shape and dimension as well as pay for them online. PhotoAccess will also be responsible under the agreement, to provide and fulfill overnight, rush, or standard delivery options of all print orders and collect payments on behalf of JVC. JVC Photo Club will launch in two weeks and complements the current Video Director Club and Game Center sections of JVC's Video Community Web site at [www.jvc.com/community](http://www.jvc.com/community). Photo Club users will have the ability to customize photos, add animation and preview still photos before clicking on a link that takes them to the co-branded JVC/PhotoAccess e-commerce transaction Web site for fulfillment processing.

Jerry Barber, president and CEO of PhotoAccess said, "PhotoAccess built a photo finishing infrastructure specifically designed for integration into other systems, whether it is a photo Web service such as JVC's or a retailer's Web site. Our architecture, flexibility and quality, along with our superior photo production, make PhotoAccess an ideal technology and e-commerce partner for organizations like JVC."

JVC is the latest in a series of Web partnerships that extend PhotoAccess' photo finishing capabilities and systems architecture. PhotoAccess provides end-to-end digital photo finishing technology, custom development, and support for a variety of strategic business partners in the retail, photographic, electronics, Web publishing and software development communities.

### Visit JVC at PMA 2001 - Feb. 12-14, Booth #1465

At JVC Photo Club, users can create fun, personalized photo greetings, borders, special effects and animations, individually or collaboratively with friends and family. It will make photos fun and personal. JVC is a global leader in the development and manufacturing of innovative audio and video products, as well as related entertainment services. For additional information visit JVC's Web site at <http://www.jvc.com>.

### Visit PhotoAccess at PMA 2001 - Feb. 12-14, Booth #4161

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## PhotoAccess News

### Third Largest Mail-Order Photo Processor in the United States Selects PhotoAccess As its Digital Photo Finishing Infrastructure Partner

*Mystic Color Lab's more than 500,000 customers to use PhotoAccess technology to transform digital photos into exceptional photographic prints*

**SEATTLE, Wash., Feb. 20, 2001**

Mystic Color Lab Inc., one of the oldest and largest mail-order firms in the United States, chose PhotoAccess.com™ Corporation, the leading Internet Application Service Provider (ASP) of digital photo finishing solutions, to serve its more than 500,000 customers who need Internet storage and prints from their scanned and digital camera photos.

Under the agreement, PhotoAccess will provide Mystic with short-term and lifetime photographic image storage services, including storage of its customers' traditional film images that have been scanned as well as images uploaded from digital cameras.

Mystic will use PhotoAccess' lifetime image storage architecture (LISA™) and its Photon™ Application Programming Interface (API) to provide its customers with fast access to their images. LISA assures each image will be secure from loss, while the Photon API provides all the tools necessary for the company to integrate with the PhotoAccess storage site. Mystic will brand the entire user experience under the name Mystic Online PhotoCenter™ to be launched April 1.

"PhotoAccess has the service level and bandwidth Mystic required of a partner," said Ed McCabe, president & CEO of Mystic. "Coupled with its low cost image storage, the combination was ideal. They are extremely competitive, and offer exceptional technologies with which our internal team could easily integrate. This, plus their customer orientation, made them our logical choice."

"Mystic's large and loyal customer base will be well served by PhotoAccess' LISA system and Photon API," said Jerry Barber, president and CEO of PhotoAccess. "Mystic is aggressively extending its expertise in the digital environment and we are pleased to work with them to add even more value to their customer relationships. Our partnership with Mystic reinforces PhotoAccess' unique position serving retailers, professional photographers, electronics, and technology companies with comprehensive and flexible digital photo finishing services."

Companies interested in PhotoAccess' digital camera photo finishing services and technology solutions may obtain more information at [www.photoaccess.com](http://www.photoaccess.com), by contacting [sales@photoaccess.com](mailto:sales@photoaccess.com) or by calling (206) 264-2488.

#### About Mystic Color Lab, Inc.

Based in the seaport town of Mystic, Connecticut, Mystic Color Lab is one of the nation's oldest and largest mail-order photo processors. Having grown continuously since its founding in 1969, it currently processes over 140 million images per year for more than 500,000 customers. An early pioneer in the digitization of analog images, Mystic has processed many millions of digital images for its customers since it began its Mystic PC Photos service in the mid-1990s. More information is available at [www.mysticcolorlab.com](http://www.mysticcolorlab.com), by e-mailing to [information@mysticcolorlab.com](mailto:information@mysticcolorlab.com) or by calling (860) 536-4291.

#### About PhotoAccess

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## PhotoAccess News

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PhotoAccess.com™ Corporation, the leading Internet retail Applications Service Provider (ASP) of digital camera photo finishing solutions, has been selected by Digital Dream Co., the exclusive distributor of Microtek digital cameras for Europe, to provide comprehensive online digital photo management, storage and eCommerce services under the Digital Dream brand. Digital Dream will also bundle photo-printing services, including 12 free prints, with their cameras, under the agreement.

Digital Dream, which has retail agreements representing over 2,000 points of presence in eight countries, is engaging PhotoAccess to incorporate its seamless functionality into the [www.digitaldreamco.com](http://www.digitaldreamco.com) Web site. Planned for availability in May, users of the service will have the ability to download a free copy of PhotoStreamer™ software, which allows them to manage digital photos on a PC/Mac desktop, and automatically upload them to the Digital Dream Web site where they can store pictures permanently, free of charge. From the Web site, users can create personal, as well as guest albums, and order high quality and custom sized prints for delivery at home.

In addition to offering Digital Dream's online customers convenient digital photo finishing services, the arrangement provides for PhotoAccess and Digital Dream to create privately branded Web sites, on request, for their retail partners which include Dixons, Tesco, Media Mart, FNAC, Comet, and Jessups.

Jerry Barber, president and CEO of PhotoAccess said, "This agreement represents how easy it is for PhotoAccess to integrate our photo finishing infrastructure into partner's Web sites anywhere in the world. We are pleased and excited to be working with Digital Dream. They represent the future of digital camera usage in Europe."

"We sell thousands of digital cameras a week through our retail partners," said Christine MacSween, managing director of Digital Dream. "By adding a photo finishing solution, and offering coupons for low-priced digital prints in every camera box, we expect to hasten camera adoption and significantly improve the out-of-box experience for the consumer. PhotoAccess has the components and ability to offer private branding and great services-they're an ideal technology and e-commerce partner for us and our retail outlets."

## About Digital Dream

Digital Dream Co. is one of the fastest growing companies in the European digital camera market. The company sells and distributes entry-level digital cameras under the digitaldream® brand to over 2,000 key retail outlets in eight countries. Leading retailers choose Digital Dream for its superior support, merchandising, price protection and policy that provides immediate credit for returned merchandise. digitaldream cameras provide still and video clip capture and come complete with cables, batteries, and powerful software for online image storage and management. Prices range from \$35-\$159 (US); each camera comes with a full twelve-month replacement guarantee. Consumers can turn to [www.digitaldreamco.com](http://www.digitaldreamco.com) for technical support, tips, and free software upgrades.

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## Patent Assignment Abstract of Title

**Total Assignments: 2****Application #:** 09814300**Filing Dt:** 03/21/2001**Patent #:** NONE**Issue Dt:****PCT #:** NONE**Publication #:** 20020138279**Pub Dt:** 09/26/2002**Inventors:** Binnur Al-Kazily, Craig R. White**Title:** On-line digital imaging services**Assignment: 1****Reel/Frame:** 011844/0149 **Received:** 06/04/2001 **Recorded:** 05/29/2001 **Mailed:** 08/13/2001 **Pages:** 3**Conveyance:** ASSIGNMENT OF ASSIGNORS INTEREST (SEE DOCUMENT FOR DETAILS).**Assignors:** AL-KAZILY, BINNUR**Exec Dt:** 03/20/2001WHITE, CRAIG R.**Exec Dt:** 03/16/2001**Assignee:** HEWLETT-PACKARD COMPANY

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**Assignment: 2****Reel/Frame:** 014061/0492 **Received:** 09/30/2003 **Recorded:** 09/30/2003 **Mailed:** NONE **Pages:** 110**Conveyance:** ASSIGNMENT OF ASSIGNORS INTEREST (SEE DOCUMENT FOR DETAILS).**Assignor:** HEWLETT-PACKARD COMPANY**Exec Dt:** 09/26/2003**Assignee:** HEWLETT-PACKARD DEVELOPMENT COMPANY L.P.

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